



Tourism & Events Department
 7506 E. Indian School Road
 Scottsdale, AZ 85251
 480.312.7177

**To: Linda Dillenbeck, Chairperson
 Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: February 19, 2019

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Event Description	Location	Projected Attendance	Recommended FY 18/19
The Original Taste	April 6, 2019	Food & Wine tasting event that benefits AZ charities. Request = \$8,500	Waterfront	3,500	\$0

Funding Availability & Potential Options

There are tourism development event support funds available for the event recommendations. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

COMMUNITY EVENT FUNDING APPLICATION

APPLICANT INFORMATION

Application Date: 01/08/2019		Legal Non-Profit: Yes <input checked="" type="radio"/> No <input type="radio"/>	
Organization Name: Executive Council Charities			
Business Address: 4114 E Indian School Road			
City: Phoenix	State: AZ	Zip Code: 85018	
Event Contact: Chris Marshall, Executive Director			
Phone: (480) 420-3270	Cell Phone: (602) 284-4856	Email: cmarshall@eccharities.org	
Event Producer Qualifications: Charitable Organization			

EVENT INFORMATION

Event Name: The Original Taste		
Event Website: www.theoriginaltaste.com		
Event Date(s): Saturday, April 6th, 2019	Event Time(s): 6:00 pm - Midnight	Years in Scottsdale: 8
Event Address: Scottsdale Waterfront-Southbridge-Soleri Plaza-Stetson Bridge		
City: Scottsdale	State: AZ	ZIP Code: 85251
Admission Cost: General Admission \$75-VIP \$225	Projected attendance: 3,500	Attendance tracking method: Gate Entrances-Pre-Sales
Expense Budget (includes marketing): <div style="font-size: 1.2em; font-weight: bold;">\$350,000</div>	Marketing Budget: <div style="font-size: 1.2em; font-weight: bold;">\$25,000</div>	Estimated Revenue: <div style="font-size: 1.2em; font-weight: bold;">\$600,000</div>

Brief description of event:

Executive Council 70 brings more than 45 years of experience hosting the Valley's premier food & wine tasting event. Presented by Executive Council Charities at the Scottsdale Waterfront, the event combines more than 40 of the Valley's best restaurants, wines from across the world, select brands of beer and premium liqueur, entertainment and a scene you will not want to miss. Executive Council Charities mission is to support local youth-based charities and programs that have significant impact helping kids to overcome adversity and reach their full potential as caring, productive and responsible citizens.

If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).

Year	Amount
	None

COMMUNITY EVENT FUNDING APPLICATION

How will this event benefit residents and the City of Scottsdale:

All net proceeds benefit Arizona children's charities many of which are in the Valley and several in Scottsdale including Boys & Girls Clubs of Scottsdale, HopeKids, Swift Youth Foundation, Salt River Community Children's Foundation and Arizona Helping Hands. The Taste event utilizes many local merchants and Scottsdale businesses. Many of our volunteers work and/or reside in Scottsdale and will be soliciting donations there. The event will bring thousands to the Waterfront area both before, during and after the event.

FUNDING REQUEST

The City's Tourism Development Commission has developed the Approved Uses, listed in Sections A-E below, for any funds that are granted.

- A. Event marketing, promotion or advertising
- B. City staff, such as police for parking and traffic control
- C. City refuse collection not normally scheduled
- D. Direct event production costs
- E. Fees for use of public property

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable and non-reimbursable activity are in the Event Agreement and should be reviewed carefully.

Complete the funding criteria worksheet below to determine maximum funding amount allowed. Once the total funding amount is determined, list how those funds will be used in the expense worksheet (see next page).

FUNDING CRITERIA WORKSHEET

Category 1: Attendance

<input checked="" type="radio"/>	2,000 – 5,000	\$2,500
<input type="radio"/>	5,001 – 10,000	\$5,000
<input type="radio"/>	10,001+	\$7,500
Total funding allowed from Category 1		\$ 2,500

Category 2: Event Days

<input checked="" type="radio"/>	1 day	\$1,000
<input type="radio"/>	2 days	\$2,500
<input type="radio"/>	3+ days	\$5,000
Total funding allowed from Category 2		\$ 1,000

Category 3: Event Years in Scottsdale

<input type="radio"/>	0 – 5 years	\$1,000
<input checked="" type="radio"/>	6 – 10 years	\$2,500
<input type="radio"/>	11 – 24 years	\$5,000
<input type="radio"/>	25+ years	\$10,000
<input type="radio"/>	40+ years	\$13,000
Total funding allowed from Category 3		\$ 2,500

COMMUNITY EVENT FUNDING APPLICATION

FUNDING CRITERIA WORKSHEET (CONT.)

Category 4: Seasonality (bonus for events between May – December)

<input type="radio"/>	1 day	\$1,000
<input type="radio"/>	2 days	\$1,500
<input type="radio"/>	3+ days	\$2,000
Total funding allowed from Category 4		\$ 0

Category 5: Updated Website (must be active with the following information at least 60 days prior to event: event name, date, location, hours, phone number, ticket info and description).

<input checked="" type="radio"/>	Check if Yes	\$2,500
Total funding allowed from Category 5		\$ 2,500

TOTAL FUNDING REQUEST allowed from Categories 1 - 5	\$ 8,500
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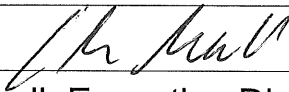
EXPENSE WORKSHEET

Category	Item	Amount
<i>Example: B. City Staff</i>	<i>Police for traffic control</i>	<i>\$5,000</i>
A. Marketing & PR	Radio Ads (Hubbard & Iheart)	\$ 5,101.19
A. Marketing & PR	Special Event Consulting (SCM Timm)	\$ 2,500.00
B. City Staff	Off Duty Police-Traffic & Security	\$ 2,425.99
B. City Staff	Fire Department-EMT Bike Team	\$ 600.00
B. City Staff	Power Wash Site After Event	\$ 671.93
D. Production Costs	Trash Receptacles-Dumpsters	\$ 6,915.00
E. Public Property Costs	Special Event Street Closure & Venue Fees	\$ 3,053.00
E. Public Property Costs	Special Event & Generator Permits	\$ 100.00
Total Expenses for City Funding Reimbursement:		\$ 21,367.11

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:



Date: 1/08/2019

Name **Chris Marshall, Executive Director**

*If more room is needed, attachments are permissible.